Cost

The total cost of the study as outlined is as follows:

Phase I - Qualitative Research

a) Focus Groups

Preparation of Moderators Guide, Summary Report of Focus Groups with recommended changes to Concepts and Product Positioning	$ 5,000.

b) In-Depth Interviews

Development of In-Depth Questionnaire, Analysis of questionnaire materials, presentation of data with recommended concept/positioning benefit areas for Extended Use Test	$ 7,900.

Phase II - Quantitive Research Extended Use Test

Questionnaire design and test, Standard Cross Tabulations, Multivariate Statistical Analyses, Data Analyses, Management Presentation including final recommended concepts, market positioning and key target market audience	$26,700.

Multiple Discriminant Function Analyses

To classify respondents into correct market segments at each study phase	$ 5,600.
Total Cost	$45,200.

2023740993

Source: https://www.industrydocuments.ucsf.edu/docs/qynn0004